



## UTAH TOURISM CONFERENCE AGENDA

May 13-15, 2009

Davis Convention Center - Layton, Utah

*Agenda subject to change*



### WEDNESDAY, MAY 13

9:30am – 1:00pm	Institute for Outdoor Recreation and Tourism (IORT) Meeting (tentative)
10:30am –12:00pm	Scenic Byway Meeting (tentative)
12:00 – 6:00 pm	Registration Opens
1:00 – 2:30pm	Working Together Session: CVBs, County Travel Councils and Utah Office of Tourism
1:00 – 5:00pm	Exhibitor Move-in, Grand Ballroom
2:30 – 4:00pm	Utah Tourism Industry Coalition Membership Annual Meeting
4:00 – 6:00pm	Utah Office Tourism Board Meeting
6:30 – 8:30pm	Opening Reception – BBQ Dinner on Antelope Island

### THURSDAY, MAY 14

7:30 am	Registration
7:30 – 8:00 am	Cultural Heritage Tourism Roundtable
7:30 – 8:30 am	Continental Breakfast
8:30 – 9:00 am	Welcome
9:00 – 10:00 am	Opening General Session
10:00 – 10:30 am	Break
10:30 –11:45 am	Concurrent Workshops
	Breakout #1 Civic & Cultural Tourism
	Breakout #2 Co-op Application
	Breakout #3 PR in a Lean Economy
11:45 am – 1:00 pm	Lunch and Legislative Update
1:00 – 1:45 pm	General Session – Culinary Tourism

2:00 – 3:30 pm	Concurrent Workshops Breakout #4 Civic & Cultural Tourism Breakout #5 PR in a Lean Economy Breakout #6 Twittering, Blogging, and I-Podding
3:30 – 4:00 pm	Break
4:00 – 5:30pm	Concurrent Workshops Breakout #7 Future of Group Tours: Markets & Offerings Breakout #8 Real Green and What it Means Breakout #9 Twittering , Blogging, and I-Podding
5:30 – 6:30 pm	DMO Brochure Exchange
Evening	Open - on your own to experience local restaurants

## FRIDAY, MAY 15

7:30 – 8:00 am	Light Breakfast
8:00 – 9:15 am	International Marketing Update: Germany, Japan and United Kingdom
9:30 – 10:30 am	General Session
10:30 am – 12:00 pm	Closing Brunch & Remarks Utah Office of Tourism Update Hall of Fame Awards Tourism Advertising/Marketing Awards

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**Register on-line: [www.utahtourism.org](http://www.utahtourism.org)**

Accommodations: The Hilton Garden Inn is located next to the Davis Conference Center  
762 West Heritage Park Blvd, Layton, tel 801-416-8899  
and has extended a special conference rate of \$89 single or double.  
Reservations can be made online at: [www.layton.gardeninn.com](http://www.layton.gardeninn.com), Group/Convention code: UTIC  
For additional area hotels, go to <http://www.davisareacvb.com>

Go to <http://travel.utah.gov/2009tourismconference.htm> for  
Marketing/Advertising Contest entry form and Hall of Fame nomination form

Enjoy the Great Salt Lake Bird Festival in the Layton area May 15 – 16, 2009  
[www.greatsaltlakebirdfest.com](http://www.greatsaltlakebirdfest.com)